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AUTHOR Preston, T.: Egan, B.
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IDENTIFIERS Mountain Plains Program

ABSTRACT

One of thirteen individualized courses included in a marketing curriculum, this course covers the fundamental concepts of the marketing and distribution field, including the operations of wholesale and retail businesses. The course is comprised of three units: (1) The Marketing Process, (2) Wholesaling, and (3) Retailing. Each unit begins with a Unit Learning Experience Guide that gives directions for unit completion. The remainder of each unit consists of Learning Activity Packages (LAP) that provide specific information for completion of a learning activity. Each LAP is comprised of the following parts: objective, evaluation procedure, resources, procedure, supplemental sheets, study guide, and a LAP test with answers. The course is preceded by a pretest which is designed to direct the student to units and performance activities. (LRA)

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ED197169

MOUNTAIN PLAINS LEARNING EXPERIENCE GUIDE:

Marketing.

Course: Marketing Operations.

CE 027 799

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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File Code: 27.01.00.00.A2-1

Date Published: 3/17/75

Mountain-Plains Education & Economic Development Program, Inc.

Glasgow AFB, Montana 59231

Learning Experience Guide

COURSE: MARKETING OPERATIONS

DESCRIPTION:

This course covers the fundamental concepts of the marketing and distribution field, including the operations of wholesale and retail businesses.

RATIONALE:

This course will provide the student with the information necessary for orienting himself and his career goal within the framework of the entire marketing and distribution system.

OBJECTIVE:

Identify the components of and the interrelationship within the distribution system, and the services provided by wholesale and retail businesses.

PREREQUISITES:

Communication Skills at Level E

RESOURCES:

A resource list is attached.

GENERAL INSTRUCTIONS:

Complete the units in this course which are required for your occupational goals, as specified on the Student Work Plan.

Principal Author(s): T. Preston, B. Egan

UNIT TITLES:

.01 The Marketing Process

.02 Wholesaling

.03 Retailing

EVALUATION PROCEDURE:

Score 80% or better on the course test.

FOLLOW-THROUGH:

Upon completion of this course, contact the instructor for information regarding further study.

RESOURCE LIST

Printed Materials

1. The Economics of Marketing. Mary K. Klaurens, Gregg Division/McGraw-Hill Book Company, 1971.
2. Wholesaling. Kenneth A. Ertel, Gregg Division/McGraw-Hill Book Company, 1970.

Audio/Visuals

1. Marketing Careers. International Film Bureau, 1970.
2. Your Retail Store. McGraw-Hill Book Company.

Equipment

1. Projector, 35 mm filmstrip, Singer-Graflex or equivalent.

Student: _____ File Code: 27.01.00.00.A2-2

Date: _____ Date Published: 7/31/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

COURSE POST TEST MARKETING OPERATIONS

27.01.01.01

1. The term which defines the performance of business activities that direct the flow of goods and services from the producer to the consumer is:

   a. distributive occupations.
   b. marketing.
   c. selling.
   d. transportation.

2. Inspecting and separating food products according to size, color, or weight is called:

   a. standardizing.
   b. sorting.
   c. grading.
   d. business broker.

3. The event that created a need for a more efficient system of marketing was:

   a. the Civil War.
   b. the Industrial Revolution.
   c. the formation of trade unions.
   d. the gold rush in California.

4. What is the prime reason advertising is important to marketing?

   a. It eliminates the need for salesmen.
   b. It creates a demand for products.
   c. It prevents unfair competition.
   d. It provides jobs for creative people.

5. Which marketing function makes it possible to have goods available to meet the needs and wants of consumers at all times?

   a. financing
   b. standardizing
   c. storage
   d. risk bearing

27.01.01.02

6. The principal form of government regulation in business has been:

   a. deciding what should be produced.
   b. determining how goods will be distributed.
   c. controlling prices.
   d. preventing the formation of monopolies.

7. The receiving of goods and services in our economy is determined mostly by:

   a. business.
   b. individual earning power.
   c. government.
   d. social conscience.

8. The basic purpose of market research is:

   a. to find out what consumers want.
   b. to acquaint consumers with new products.
   c. to reduce marketing costs.
   d. to keep it at a stand still.

9. Most businesses find it difficult to increase the selling price of their products because of:

   a. competition.
   b. price regulations.
   c. consumer demands.
   d. social pressure.

10. Marketing people, who are interested in the regional distribution of population, anticipate the greatest percentage of population increase in:

    a. the Eastern Seaboard.
    b. the Southern States.
    c. the Midwest.
    d. the Southwest.

27.01.01.03

11. The United States economy is best described as a:

    a. democratic economy.
    b. government-controlled economy.
    c. modified free enterprise economy.
    d. political economy.

27.01.01.03 (continued)

12. In the United States, a business cannot charge unreasonably high prices because of:

    a. competition.
    b. unions.
    c. government regulation.
    d. consumer organizations.

13. As the amount of discretionary income increases, producers can expect an increased demand for:

    a. food.
    b. luxury goods.
    c. clothing.
    d. medical services.

14. Consumers have become more fashion-conscious as a result of higher incomes and:

    a. a greater tendency to accept change.
    b. the influence of youth.
    c. advertising in the mass media.
    d. better fashion.

15. The amount of income that is spent for essential goods and services required to maintain a reasonable standard of living is referred to as:

    a. discretionary income.
    b. personal income.
    c. fixed income.
    d. disposable personal income.

27.01.02.01

16. Wholesalers sell the greatest proportion of their goods to:

    a. retailers for resale.
    b. wholesalers for resale.
    c. foreign firms.
    d. manufacturers, retailers, and wholesalers for use in their own business.

17. Which of the following groups of wholesaling jobs offers entry level employment?

    a. Sales correspondents
    b. Merchandise handling occupations
    c. Buying specialists
    c. Managers occupations

27.01.02.01 (continued)

18. Splitting up large lots into quantities that are acceptable to the wholesaler's customers is known as:

    a. bulk-breaking.
    b. lot splitting.
    c. case lot division.
    d. partition.

19. In which of the following ways do wholesalers usually provide financial assistance to their customers?

    a. Revolving charge accounts
    b. Installment credit
    c. Open-book credit
    d. Promissory notes

20. Which of the following statements describes firms that make up the industrial market?

    a. Sell fabricating material for use in assembly plants.
    b. Sell goods and services directly to the consumer.
    c. Buy goods and services for use in their own business or for resale to other middlemen.
    d. Buy goods for resale to retail outlets.

27.01.02.02

21. When the expense of advertising is shared by manufacturers of brand name products with their retailers and wholesalers, they are doing what type of advertising?

    a. Point of purchase
    b. Consumer
    c. Cooperative
    d. Direct-line

22. A group of independent retailers who agree to cooperate with a wholesaler in buying, advertising, and other activities is a:

    a. wholesale cooperative.
    b. wholesale-sponsored voluntary chain.
    c. dealer-owned wholesaler.
    d. chain wholesaler.

27.01.02.02 (continued)

23. The weekly itemized list of items bought by a wholesaler's customer is the:

    a. product recap.
    b. invoice.
    c. purchase order.
    d. wholesale sales record.

24. A wholesaling specialist who buys in small quantities from a large number of suppliers and sells in large quantities to a few customers is known as a(n):

    a. assembler.
    b. commission merchant.
    c. broker.
    d. rack jobber.

25. Items that the wholesaler buys at a saving and sells at a low price are called:

    a. bandits.
    b. stringers.
    c. pricers.
    d. leaders.

27.01.02.03

26. Wholesaler delivery services help reduce retail operating costs because:

    a. the retailer pays only a part of the delivery cost.
    b. retailers avoid large investments in inventory.
    c. wholesalers pay all of the delivery costs.
    d. retailers need not keep their own delivery trucks.

27. Which of the following is characteristic of a broker?

    a. Works primarily for buyers.
    b. Takes title to the goods.
    c. Deals in one type of product.
    d. Maintains constant relationship with the firm he represents.

28. A wholesaler who markets specialized lines of merchandise, such as housewares, cosmetics, and novelties to grocery, drug, or hardware stores is a:

    a. soft lines specialist.
    b. hard lines agent.
    c. rack jobber.
    d. merchant salesman.

27.01.02.03 (continued)

29. An agent authorized by the owners to sell their goods to the highest bidder at a public sale are:

    a. shared lines promoter.
    b. commission agents.
    c. on-site brokers.
    d. auctioneers.

30. Grain elevator operators sell most of their feed grain to:

    a. millers.
    b. feed manufacturers.
    c. terminal markets.
    d. farmers.

27.01.03.01

31. A department store must employ a certain number of people to be classified as a department store. The minimum is:

    a. 20 people.
    b. 25 people.
    c. 30 people.
    d. 15 people.

32. A string of at least 11 stores owned by one company and operated from a central headquarters is called a:

    a. voluntary chain-store.
    b. department store.
    c. variety store.
    d. chain-store.

33. An arrangement in which a particular company owns a business establishment but leases it to an operator is called:

    a. a franchise store.
    b. leased dealership.
    c. a cooperative store.
    d. a voluntary chain.

34. Which of the following stores specializes in one kind of merchandise or in a few related kinds of merchandise?

    a. Department store.
    b. Specialty store.
    c. Variety store.
    d. Service store.

27.01.03.01 (continued)

35. Which of the following best defines a buying pool?

a. The practice of adding unrelated merchandise lines to the goods sold in specialty stores.
b. An organization established in a central market to provide member stores with information and assistance in buying.
c. A group of independently owned stores that pool their buying and subscribe to a central management service.
d. A group of stores which make purchases as a group to get a price advantage.

27.01.03.02

36. Stores, drive-ins, and service stations that line the older main highways are called:

a. string shopping districts.
b. neighborhood shopping districts.
c. secondary shopping districts.
d. downtown shopping districts.

37. A small highly-specialized shop which generally caters to sophisticated tastes is a:

a. single line store.
b. twig.
c. boutique.
d. conglomerate.

38. With the establishment of new retail stores the fastest growing type is the:

a. string shopping centers.
b. downtown shopping districts.
c. shopping centers.
d. limited-line store.

39. The section of a city in which the major department stores are surrounded by limited-line stores of almost all kinds except supermarkets is the:

a. neighborhood shopping district.
b. downtown shopping district.
c. string shopping district.
d. secondary shopping district.

27.01.03.02 (continued)

40. Which of the following best defines secondary shopping districts?

a. The stores, drive-ins, and service stations that line the older main highways.
b. Clusters or strings of stores, chiefly of the convenience type, located in or near residential areas.
c. The section of a city in which the major department stores are surrounded by limited line stores of almost all kinds except supermarkets.
d. Smaller-scale shopping areas located in business districts away from the core of the city but on main traffic arteries.

COURSE PRETEST ANSWER KEY: MARKETING OPERATIONS

Occupational Area: COURSE PRETEST
File Code: 27.01.00.00 A2-2
Name:

ANSWERS

27.01.01.01	1.	B		27.01.02.02	21.	C	
	2.	C			22.	B	
	3.	B			23.	A	
	4.	B			24.	A	
	5.	C			25.	D	
27.01.01.02	6.	D		27.01.02.03	26.	B	
	7.	B			27.	C	
	8.	A			28.	C	
	9.	A			29.	D	
	10.	B			30.	C	
27.01.01.03	11.	C		27.01.03.01	31.	B	
	12.	A			32.	D	
	13.	B			33.	B	
	14.	C			34.	B	
	15.	D			35.	D	
27.01.02.01	16.	D		27.01.03.02	36.	A	
	17.	B			37.	C	
	18.	A			38.	D	
	19.	C			39.	B	
	20.	C			40.	D	

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COURSE TEST ANSWER SHEET

Occupational Area: PRE & POST
File Code: 27.01.00.00 A2-2
Name:
Family Pay Number

Sex M F (Circle 1)

ANSWERS

0101
1. B
2. C
3. B
4. B
5. C

02
6. D
7. B
8. A
9. A
10. B

03
11. C
12. A
13. B
14. C
15. D

0102
16. D
17. B
18. A
19. C
20. C

02
21. C
22. B
23. A
24. A
25. D

03
26. B
27. C
28. C
29. D
30. C

0103
31. B
32. D
33. B
34. B
35. D

02
36. A
37. C
38. D
39. B
40. D

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Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Experience Guide

UNIT: THE MARKETING PROCESS

RATIONALE:

An understanding of how goods and services are directed from the producer to the consumer will help you to better understand your role as a marketing employee. This information will also help you process customers orders more efficiently.

PREREQUISITES:

Communication Skills at Level G.

OBJECTIVES:

Identify the processes and principles governing the ways in which goods and services are directed from the producer to the consumer.

RESOURCES:

The Economics of Marketing, Mary K. Klausens, Gregg Division/McGraw-Hill Book Co., 1971.

"Marketing Careers", International Film Bureau, 1970, Sound Filmstrip.

Audio-Visual Equipment.

GENERAL INSTRUCTIONS:

Complete all performance activities in this unit. Take the unit post test.

PERFORMANCE ACTIVITIES:

.01 Definition of Marketing
.02 The Producer
.03 The Consumer

EVALUATION PROCEDURE:

Score 80% or better on unit test.

FOLLOW-THROUGH:

Go to the first assigned LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.01.01.00.A2-2

Date: _____ Date Published: 8-29-74

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

UNIT PRETEST: THE MARKETING PROCESS

27.01.01.01

1. A middleman who buys in quantity from producers and other middlemen and then sells in smaller lots to retailers is called a:

   a. discount merchant.
   b. retail agent.
   c. wholesaler.
   d. business broker.

2. Manufacturing goods to meet certain specifications of quality, size, or measurement is called:

   a. specifying.
   b. standardizing.
   c. product orientation.
   d. quality control.

3. When a manufacturer decides to produce and sell a new product, the first step in marketing is:

   a. advertising.
   b. market research.
   c. selling.
   d. pricing.

4. In which of the following ways are most major products, such as houses, appliances, and cars, purchased?

   a. Cash
   b. Installment loan
   c. Revolving credit plan
   d. VA loan

5. An employee who helps to increase sales or to keep expenses down helps to increase a firm's:

   a. sales.
   b. competitive position.
   c. markup.
   d. profit.

27.01.01.02

6. The receiving of goods and services in our economy is determined mostly by:

   a. business.
   b. individual earning power.
   c. government.
   d. social conscience.

7. The median family income in the United States is approximately:

   a. $7,000.
   b. $15,000.
   c. $5,000.
   d. $3,000.

8. The basic purpose of market research is:

   a. to find out what consumers want.
   b. to acquaint consumers with new products.
   c. to reduce marketing costs.
   d. to keep it at a stand still.

9. Marketing people, who are interested in the regional distribution of population, anticipate the greatest percentage of population increase in:

   a. the Eastern Seaboard.
   b. the Southern States.
   c. the Midwest.
   d. the Southwest.

10. The increased production in the United States in recent years is mostly due to:

   a. automation and new technology.
   b. the increase in the size of the labor force.
   c. better educated workers.
   d. the discovery of new raw materials.

27.01.01.03

11. The United States economy is best described as a:

   a. democratic economy.
   b. government-controlled economy.
   c. modified free enterprise economy.
   d. political economy.

27.01.01.03 (continued)

12. In the United States, a business cannot charge unreasonably high prices because of:

    a. competition.
    b. unions.
    c. government regulation.
    d. consumer organizations.

13. The growth of shopping centers in suburban locations is mostly the result of:

    a. the consumer's desire for convenience.
    b. lower taxes for these locations.
    c. the lack of expansion space in urban centers.
    d. government effort to decentralize business.

14. The most important outcome of improving the gross national product is:

    a. increasing the amount of leisure time for workers.
    b. raising the standard of living for the entire population.
    c. creating surpluses of goods for future consumption.
    d. keeping the U.S. ahead of other countries.

15. A company which expects to make a profit and to expand its operations must:

    a. be conveniently located.
    b. have a large amount of capital.
    c. be free of any competition.
    d. be responsive to consumer wants.

UNIT PRETEST ANSWER KEY: THE MARKETING PROCESS

LAP 01

1. c
2. b
3. b
4. b
5. d

LAP 02

6. b
7. a
8. a
9. b
10. a

LAP 03

11. c
12. a
13. a
14. b
15. d

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Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Definition of Marketing

OBJECTIVE:

Define the term "marketing" and identify the six main functions of marketing.

EVALUATION PROCEDURE:

Complete a student-scored multiple-choice objective test. Successful completion is eight out of ten items.

RESOURCES:

The Economics of Marketing, Klaurens, 1971.
"Marketing Careers", International Film Bureau, 1970, Sound Filmstrip
Audio-Visual Equipment.

PROCEDURE:

1. Obtain a copy of the text.
2. Read pages 1 through 7.
3. View filmstrip "Marketing Careers".
4. Neatly answer questions 1 through 8 at the top of page 8, and questions 1, 2, and 3 at the bottom of page 8, on a separate sheet of paper.
5. Turn in the answer sheet to the instructor.
6. Take LAP test. Correct all errors.
7. If the assignment is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.01.01.01.A2-2

Date: _____ Date Published: 8-29-74

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

LAP TEST: DEFINITION OF MARKETING

1. The term which defines the performance of business activities that direct the flow of goods and services from the producer to the consumer is:

   a. distributive occupations.
   b. marketing.
   c. selling.
   d. transportation.

2. Goods and services are sold directly to the consumer by:

   a. retailers.
   b. wholesalers.
   c. producers.
   d. manufacturers.

3. A middleman who buys in quantity from producers and other middlemen and then sells in smaller lots to retailers is called a:

   a. Discount merchant.
   b. Retail agent.
   c. Wholesaler.
   d. Business broker.

4. Inspecting and separating food products according to size, color, or weight is called:

   a. Standardizing.
   b. Sorting.
   c. Grading.
   d. Sanctioning.

5. Manufacturing goods to meet certain specifications of quality, size, or measurement is called:

   a. Specifying.
   b. Standardizing.
   c. Product orientation.
   d. Quality control.

6. The event that created a need for a more efficient system of marketing was:

   a. the Civil War.
   b. the Industrial Revolution.
   c. the gold rush in California.
   d. formation of trade unions.

7. What is the prime reason advertising is important to marketing?

   a. It eliminates the need for salesmen.
   b. It creates a demand for products.
   c. It prevents unfair competition.
   d. It provides jobs for creative people.

8. In which of the following ways are most major products, such as houses, appliances, and cars, purchased?

   a. Cash
   b. Installment loan
   c. revolving credit plan
   d. VA Loan

9. An employee who helps to increase sales or to keep expenses down helps to increase a firm's:

   a. sales.
   b. competitive position.
   c. markup.
   d. profit.

10. The basis for most market planning is:

   a. the amount of capital a firm has.
   b. determining what goods will be available.
   c. forecasting future sales.
   d. measuring past performance.

LAP TEST ANSWER KEY: DEFINITION OF MARKETING

1. b
2. a
3. c
4. c
5. b
6. b
7. b
8. b
9. d
10. c

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Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: The Producer

OBJECTIVE:

Identify the three factors which affect productivity and define the marketing concept.

EVALUATION PROCEDURE:

Complete a student-scored multiple-choice objective test. Successful completion is eight out of ten items.

RESOURCES:

The Economics of Marketing, Klaurens, 1971.

PROCEDURE:

1. Obtain a copy of the text.
2. Read pages 13 through 20.
3. Neatly answer questions 1 through 11 at the bottom of page 20 and the top of page 21, on a separate sheet of paper.
4. Turn in the answer sheet to the instructor.
5. Do LAP 27.01.01.03 "The Consumer" before taking the combined LAP test.

Principal Author(s): T. Preston, B. Egan

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Mountain-Plains Education & Economic Development Program, Inc.
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Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: The Consumer

OBJECTIVE:

Identify the factors which are responsible for changes in consumer buying habits.

EVALUATION PROCEDURE:

Complete a student-scored multiple-choice objective test. Successful completion is eight out of ten items.

RESOURCES:

The Economics of Marketing, Klaurens, 1971.

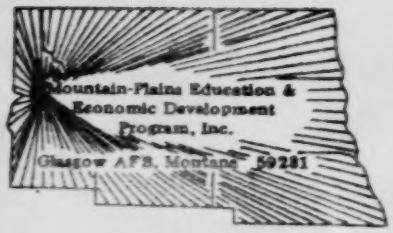
PROCEDURE:

1. Obtain a copy of the text.
2. Read pages 25 through 32.
3. Neatly answer questions 1 through 7 at the bottom of page 33, and questions 3 and 4 on page 34, on a separate sheet of paper.
4. Turn in the answer sheet to the instructor.
5. Return text.
6. Take the LAP test. Correct all errors.
7. If this assignment is successfully completed, ask instructor for unit test.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.01.01.02 & .03 A2-2

Date: _____ Date Published: 8-29-74



LAP TEST: THE PRODUCER/THE CONSUMER

27.01.01.02

1. The receiving of goods and services in our economy is determined mostly by:

   a. business.
   b. individual earning power.
   c. government.
   d. social conscience.

2. The median family income in the United States is approximately:

   a. $7,000.
   b. $15,000.
   c. $5,000.
   d. $3,000.

3. Most businesses find it difficult to increase the selling price of their products because of:

   a. competition.
   b. price regulations.
   c. consumer demands.
   d. social pressure.

4. Marketing people, who are interested in the regional distribution of population, anticipate the greatest percentage of population increase in:

   a. the Eastern Seaboard.
   b. the Southern States.
   c. the Midwest.
   d. the Southwest.

5. The increased production in the United States in recent years is mostly due to:

   a. automation and new technology.
   b. the increase in the size of the labor force.
   c. better educated workers.
   d. the discovery of new raw materials.

27.01.01.03

6. In the United States, a business cannot charge unreasonably high prices because of:

   a. competition.
   b. unions.
   c. government regulation.
   d. consumer organizations.

7. The growth of shopping centers in suburban locations is mostly the result of:

   a. the consumer's desire for convenience.
   b. lower taxes for these locations.
   c. the lack of expansion space in urban centers.
   d. government effort to decentralize business.

8. As the amount of discretionary income increases, producers can expect an increased demand for:

   a. food.
   b. luxury goods.
   c. clothing.
   d. medical services.

9. The most important outcome of improving the gross national product is:

   a. increasing the amount of leisure time for workers.
   b. raising the standard of living for the entire population.
   c. creating surpluses of goods for future consumption.
   d. keeping the U.S. ahead of other countries.

10. A company which expects to make a profit and to expand its operations must:

   a. be conveniently located.
   b. have a large amount of capital.
   c. be free of any competition.
   d. be responsive to consumer wants.

LAP TEST ANSWER KEY: THE PRODUCER/THE CONSUMER

LAP 02

1. b
2. a
3. a
4. b
5. a

LAP 03

6. a
7. a
8. b
9. b
10. d

Student: _____ File Code: 27.01.01.00.B2-2

Date: _____ Date Published: 8-29-74

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

UNIT POST TEST: THE MARKETING PROCESS

27.01.01.01

1. Identifying a product with a name or label that consumers can remember and will assure them of the quality of the goods is called:

   a. sanctioning.
   b. standardizing.
   c. quality control.
   d. branding.

2. When a manufacturer decides to produce and sell a new product, the first step in marketing is:

   a. advertising.
   b. market research.
   c. selling.
   d. pricing.

3. Which marketing function makes it possible to have goods available to meet the needs and wants of consumers at all times?

   a. Financing
   b. Standardizing
   c. Storage
   d. Risk bearing

4. The incentive for a business owner to risk the investment of his money in the production and distribution of goods is:

   a. helping customers.
   b. realizing a profit.
   c. doing worthwhile work.
   d. providing jobs.

5. The largest part of the difference between the selling price of goods and the cost of producing them is used to pay:

   a. the manufacturer's profit.
   b. taxes to the government.
   c. the retailer's profit.
   d. the cost of marketing the goods.

27.01.01.02

6. The principal form of government regulation in business has been:

   a. deciding what should be produced.
   b. determining how goods will be distributed.
   c. controlling prices.
   d. preventing the formation of monopolies.

7. The receiving of goods and services in our economy is determined mostly by:

   a. business.
   b. individual earning power.
   c. government.
   d. social conscience.

8. The basic purpose of market research is:

   a. to find out what consumers want.
   b. to acquaint consumers with new products.
   c. to reduce marketing costs.
   d. to keep it at a stand still.

9. Most businesses find it difficult to increase the selling price of their products because of:

   a. competition.
   b. price regulations.
   c. consumer demands.
   d. social pressure.

10. The increased production in the United States in recent years is mostly due to:

   a. automation and new technology.
   b. the increase in the size of the labor force.
   c. better educated workers.
   d. the discovery of new raw materials.

27.01.01.03

11. The United States economy is best described as a:

   a. democratic economy.
   b. government-controlled economy.
   c. modified free enterprise economy.
   d. political economy.

27.01.01.03 (continued)

12. The growth of shopping centers in suburban locations is mostly the result of:

    a. the consumer's desire for convenience.
    b. lower taxes for these locations.
    c. the lack of expansion space in urban centers.
    d. government effort to decentralize business.

13. As the amount of discretionary income increases, producers can expect an increased demand for:

    a. food.
    b. luxury goods.
    c. clothing.
    d. medical services.

14. Consumers have become more fashion-conscious as a result of higher incomes and:

    a. a greater tendency to accept change.
    b. the influence of youth.
    c. advertising in the mass media.
    d. better fashion.

15. The amount of income that is spent for essential goods and services required to maintain a reasonable standard of living is referred to as:

    a. discretionary income.
    b. personal income.
    c. fixed income.
    d. disposable personal income.

UNIT POST TEST ANSWER KEY: THE MARKETING PROCESS

LAP 01

1. d
2. b
3. c
4. b
5. d

LAP 02

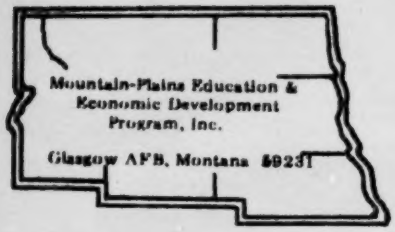
6. d
7. b
8. a
9. a
10. a

LAP 03

11. c
12. a
13. b
14. c
15. d

File Code: 27.01.02.00.A2-1

Date Published: 3/17/75



Learning Experience Guide

UNIT: WHOLESALING

RATIONALE:

Wholesale employees must know what goods and services are provided by their businesses in order to efficiently handle orders and accurately answer customer's questions. Retail employees must know what goods and services are provided by the wholesalers which supply their stores.

PREREQUISITES:

Unit .01 of this course (The Marketing Process)

OBJECTIVE:

Identify the main functions of wholesale businesses, the functions of the six main wholesaling specialists, and the seven major services provided by wholesalers to their customers.

RESOURCES:

Wholesaling, Kenneth A. Ertel, Gregg Division/McGraw-Hill Book Co., 1970.

GENERAL INSTRUCTIONS:

Complete all performance activities in this unit. Take the unit test.

PERFORMANCE ACTIVITIES:

.01 Definition of Wholesaling.
.02 Wholesaling Specialists.
.03 Services of Wholesalers.

EVALUATION PROCEDURE:

Score 80% or better on unit test.

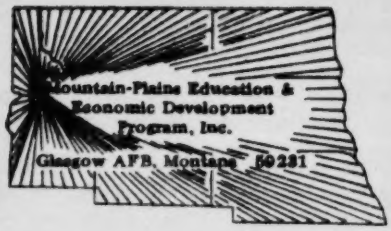
FOLLOW-THROUGH:

Go to the first assigned LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.01.02.00.A2-2

Date: _____ Date Published: 8-29-74



UNIT PRETEST: WHOLESALING

27.01.02.01

1. The fastest growing segment of wholesaling consists of:

   a. agents and brokers.
   b. merchant wholesalers.
   c. manufacturer's sales branches and offices.
   d. wholesale mail-order houses.

2. The ratio of wholesale sales to retail sales is about:

   a. $1.45 wholesale, to $1.00 retail.
   b. $1.45 retail to $1.00 wholesale.
   c. $ .96 retail to $1.00 wholesale.
   d. $ .68 wholesale to $1.00 retail.

3. The middleman who takes title to the goods and performs a full-range of wholesaling services is the:

   a. commission merchant.
   b. manufacturer's sales branch.
   c. merchant wholesaler.
   d. agent.

4. Individuals or firms that negotiate sales and purchases for their customers are called:

   a. title agents.
   b. merchant wholesalers.
   c. agents and brokers.
   d. brokers and consignments specialists.

5. Goods that are in their natural or original state are in which of the following categories?

   a. Uncut fibers
   b. Raw materials
   c. Initial materials
   d. Synthetic goods

27.01.02.02

6. When the expense of advertising is shared by manufacturers of brand name products with their retailers and wholesalers, they are doing what type of advertising?

   a. Point of purchase
   b. Consumer
   c. Cooperative
   d. Direct-line

7. A group of independent retailers who agree to cooperate with a wholesaler in buying, advertising, and other activities is a:

   a. wholesale cooperative.
   b. wholesale-sponsored voluntary chain.
   c. dealer-owned wholesaler.
   d. chain wholesaler.

8. The weekly itemized list of items bought by a wholesaler's customer is the:

   a. product recap.
   b. invoice.
   c. purchase order.
   d. wholesale sales record.

9. A wholesaling specialist who buys in small quantities from a large number of suppliers and sells in large quantities to a few customers is known as a(n):

   a. assembler.
   b. commission merchant.
   c. broker.
   d. rack jobber.

10. Items that the wholesaler buys at a saving and sells at a low price are called:

    a. bandits.
    b. stringers.
    c. pricers.
    d. leaders.

27.01.02.03

11. When a wholesaler protects his retailer-customers from loss caused by returned goods he is providing:

    a. risk management services.
    b. guarantees.
    c. customer services.
    d. credit services.

27.01.02.03 (continued)

12. The activities which help a wholesaler plan what products should be included in the company's line in order to meet competition and ensure profits make up the wholesaling service of:

    a. line development.
    b. market strategy.
    c. product planning.
    d. buying.

13. Which of the following is normally a service provided by a grain elevator operator?

    a. Advertising
    b. Transporting
    c. Conditioning
    d. Production

14. A self-service facility where retailers can shop and make their selection from a wide variety of items and take their order in their own delivery truck is a:

    a. discount wholesaler.
    b. cash and carry division.
    c. on-site outlet.
    d. stop and shop wholesaler.

15. A wholesaling specialist who handles the shipment of grain sent to the central market by grain elevator operators is a:

    a. broker.
    b. rack jobber.
    c. bulk dealer.
    d. commission merchant.

UNIT PRETEST ANSWER KEY: WHOLESALING

LAP 01

1. c
2. a
3. c
4. c
5. b

LAP 02

6. c
7. b
8. a
9. a
10. d

LAP 03

11. b
12. c
13. c
14. b
15. d

File Code: 27.01.02.01.A2-0

Date Published: 1/16/76

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Definition of Wholesaling

OBJECTIVE:

Define the term "wholesaling" and identify the eight major functions of wholesaling.

EVALUATION PROCEDURE:

Complete a student-scored multiple-choice objective test. Successful completion is eight out of ten items.

RESOURCES:

Wholesaling, Ertel, 1970.

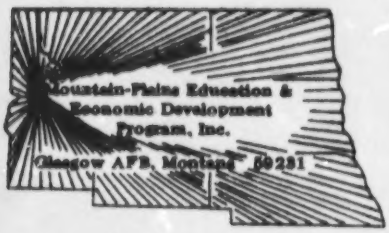
PROCEDURE:

1. Obtain a copy of the text.
2. Read pages 1 through 8, and 13 through 23.
3. Neatly answer questions 1 through 12 at the bottom of page 9 and the top of page 10, on a separate sheet of paper. Answer questions 1 through 7 on page 24 and 1 through 12 on pages 24 and 25.
4. Turn in the answer sheet to the instructor.
5. Take the LAP test. Correct all errors.
6. If this assignment is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.01.02.01.A2-2

Date: _____ Date Published: 8-29-74



LAP TEST: DEFINITION OF WHOLESALING

1. Wholesale sales volume is:

   a. less than retail volume.
   b. greater than industrial volume.
   c. greater than retail volume.
   d. same as retail volume.

2. Wholesalers sell the greatest proportion of their goods to:

   a. retailers for resale.
   b. wholesalers for resale.
   c. foreign firms.
   d. manufacturers, retailers, and wholesalers for use in their own businesses.

3. The fastest growing segment of wholesaling consists of:

   a. agents and brokers.
   b. merchant wholesalers.
   c. manufacturer's sales branches and offices.
   d. wholesale mail-order house.

4. Which of the following groups of wholesaling jobs offers entry level employment?

   a. Sales correspondents
   b. Merchandise handling occupations
   c. Buying specialists
   d. Managers occupations

5. In which of the following ways do wholesalers usually provide financial assistance to their customers?

   a. Revolving charge accounts
   b. Installment credit
   c. Open-book credit
   d. Promissory notes

6. The ratio of wholesale sales to retails sales is about:

   a. $1.45 wholesale, to $1.00 retail.
   b. $1.45 retail to $1.00 wholesale.
   c. $ .96 retail to $1.00 wholesale.
   d. $ .68 wholesale to $1.00 retail.

7. Goods that are in their natural or original state are in which of the following categories?

   a. Uncut fibers
   b. Raw materials
   c. Initial materials
   d. Synthetic goods

8. Distribution of a product to every middleman who is willing to sell it is known as what type of distribution?

   a. Placative
   b. Integrated
   c. Segregated
   d. Intensive

9. A manufacturer who carefully chooses the middlemen who will distribute his products in a certain area is practicing what type of distribution?

   a. Integrative
   b. Selective
   c. Formulative
   d. Random

10. Organizations that are maintained by manufacturers in locations away from the factories are known as:

    a. merchant wholesale offices.
    b. sales branches.
    c. twig stores.
    d. factory brokers.

LAP TEST ANSWER KEY: DEFINITION OF WHOLESALING

1. c
2. d
3. c
4. b
5. c
6. a
7. b
8. d
9. b
10. b

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

File Code: 27.01.02.02.A2-0
Date Published: 3/17/75

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Wholesaling Specialists

OBJECTIVE:

Identify the seven most important wholesaling specialists.

EVALUATION PROCEDURE:

Complete a student-scored multiple-choice objective test. Successful completion is eight out of ten items.

RESOURCES:

Wholesaling, Ertel, 1970.

PROCEDURE:

1. Obtain a copy of the text.
2. Read pages 103 through 108.
3. Neatly answer questions 1 through 7 in the center section of page 109, on a separate sheet of paper.
4. Turn in the answer sheet to the instructor.
5. Take the combined LAP test after completion of LAP 27.01.02.03 "Services of Wholesalers."

Principal Author(s): T. Preston, B. Egan

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

File Code: 27.01.02.03.A260

Date Published: 3/17/75

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Services of Wholesalers

OBJECTIVE:

Identify and describe the services provided by wholesalers to their customers.

EVALUATION PROCEDURE:

Complete a student-scored multiple-choice objective test. Successful completion is eight out of ten items.

RESOURCES:

Wholesaling, Ertel, 1970.

PROCEDURE:

1. Obtain a copy of the text.
2. Read pages 45 through 53.
3. Neatly answer questions 1 through 5 at the top of page 54, and questions 1, 2, and 4 at the bottom of page 54, on a separate sheet of paper.
4. Turn in the answer sheet to the instructor.
5. Return the text.
6. Take the combined LAP test for this LAP and LAP 27.01.02.02. Correct all errors.
7. Ask instructor for unit test.
8. If this assignment is successfully completed, proceed to the next unit.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.01.02.02 & .03.A2-2

Date: _____ Date Published: 8-29-74

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

LAP TEST: WHOLESALING SPECIALISTS/SERVICES OF WHOLESALING

27.01.02.02

1. When the expense of advertising is shared by manufacturers of brand name products with their retailers and wholesalers, they are doing what type of advertising?

   a. Point of purchase
   b. Consumer
   c. Cooperative
   d. Direct-line

2. A group of independent retailers who agree to cooperate with a wholesaler in buying, advertising, and other activities is a:

   a. wholesale cooperative.
   b. wholesale-sponsored voluntary chain.
   c. dealer-owned wholesaler.
   d. chain wholesaler.

3. The weekly itemized list of items bought by a wholesaler's customer is the:

   a. product recap.
   b. invoice.
   c. purchase order.
   d. wholesale sales record.

4. A wholesaling specialist who buys in small quantities from a large number of suppliers and sells in large quantities to a few customers is known as a(n):

   a. assembler.
   b. commission merchant.
   c. broker.
   d. rack jobber.

5. Items that the wholesaler buys at a saving and sells at a low price are called:

   a. bandits.
   b. stringers.
   c. pricers.
   d. leaders.

27.01.02.03

6. Wholesaler delivery services help reduce retail operating costs because:

   a. the retailer pays only a part of the delivery cost.
   b. retailers avoid large investments in inventory.
   c. wholesalers pay all of the delivery costs.
   d. retailers need not keep their own delivery trucks.

7. Which of the following is characteristic of a broker?

   a. Works primarily for buyers.
   b. Takes title to the goods.
   c. Deals in one type of product.
   d. Maintains constant relationship with the firm he represents.

8. Which of the following is normally a service provided by a grain elevator operator?

   a. Advertising
   b. Transporting
   c. Conditioning
   d. Production

9. An agent authorized by the owners to sell their goods to the highest bidder at a public sale is a(n):

   a. shared lines promoter.
   b. commission agent.
   c. on-site broker.
   d. auctioneer.

10. Grain elevator operators sell most of their feed grain to:

   a. millers.
   b. feed manufacturers.
   c. terminal markets.
   d. farmers.

LAP TEST ANSWER KEY: WHOLESALING SPECIALISTS/SERVICES OF WHOLESALERS

LAP 02

1. c
2. b
3. a
4. a
5. d

LAP 03

6. b
7. c
8. c
9. d
10. c

UNIT POST TEST ANSWER KEY: WHOLESALING

LAP 01

1. a
2. c
3. c
4. c
5. b

LAP 02

6. c
7. b
8. a
9. a
10. d

LAP 03

11. b
12. c
13. b
14. d
15. c

Student: _____ File Code: 27.01.02.00.B2-2

Date: _____ Date Published: 8-29-74

UNIT POST TEST: WHOLESALING

27.01.02.01

1. Splitting up large lots into quantities that are acceptable to the wholesaler's customers is known as:

   a. bulk-breaking.
   b. lot splitting.
   c. case lot division.
   d. partition.

2. Which of the following statements describes firms that make up the industrial market?

   a. Sell fabricating material for use in assembly plants.
   b. Sell goods and services directly to the consumer.
   c. Buy goods and services for use in their own businesses or for resale to other middlemen.
   d. Buy goods for resale to retail outlets.

3. The middleman who takes title to the goods and performs a full-range of wholesaling services is the:

   a. commission merchant.
   b. manufacturer's sales branch.
   c. merchant wholesaler.
   d. agent.

4. Individuals or firms that negotiate sales and purchases for their customers are called:

   a. title agents.
   b. merchant wholesalers.
   c. agents and brokers.
   d. brokers and consignments specialists.

5. Training salespeople, who advise on the display of goods and help set up inventory control systems, are classified under which of the following wholesaler services?

   a. Sales promotion services
   b. Management services
   c. Accounting services
   d. Goods-control services

27.01.02.02

6. When the expense of advertising is shared by manufacturers of brand name products with their retailers and wholesalers, they are doing what type of advertising?

   a. Point of purchase
   b. Consumer
   c. Cooperative
   d. Direct-line

7. A group of independent retailers who agree to cooperate with a wholesaler in buying, advertising, and other activities is a:

   a. wholesale cooperative.
   b. wholesale-sponsored voluntary chain.
   c. dealer-owned wholesaler.
   d. chain wholesaler.

8. The weekly itemized list of items bought by a wholesaler's customer is the:

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   b. invoice.
   c. purchase order.
   d. wholesale sales record.

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   a. assembler.
   b. commission merchant.
   c. broker.
   d. rack jobber.

10. Items that the wholesaler buys at a saving and sells at a low price are called:

    a. bandits.
    b. stringers.
    c. pricers.
    d. leaders.

27.01.02.03

11. When a wholesaler protects his retailer-customers from loss caused by returned goods he is providing:

    a. risk management services.
    b. guarantees.
    c. customer services.
    d. credit services.

27.01.02.03 (continued)

12. The activities which help a wholesaler plan what products should be included in the company's line in order to meet competition and ensure profits make up the wholesaling service of:

    a. line development.
    b. market strategy.
    c. product planning.
    d. buying.

13. A self-service facility where retailers can shop and make their selection from a wide variety of items and take their order in their own delivery truck is a:

    a. discount wholesaler.
    b. cash and carry division.
    c. on-site outlet.
    d. stop and shop wholesaler.

14. A wholesaling specialist who handles the shipment of grain sent to the central market by grain elevator operators is a:

    a. broker.
    b. rack jobber.
    c. bulk dealer.
    d. commission merchant.

15. A wholesaler who markets specialized lines of merchandise, such as housewares, cosmetics, and novelties to grocery, drug, or hardware stores is a:

    a. soft lines specialist.
    b. hard lines agent.
    c. rack jobber.
    d. merchant salesman.

File Code: 27.01.03.00.A2-1

Date Published: 9-18-74

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Experience Guide

UNIT: RETAILING

RATIONALE:

This unit will familiarize the potential retail employee with the four main ways of selling goods and services at the retail level and with the many different ways in which retail outlets are operated. This information will help the student to better understand his role in retailing.

PREREQUISITES:

Unit .02 of this Course (Wholesaling)

OBJECTIVE:

Identify the four main ways of selling goods and service at retail, and identify the characteristics of the fourteen (14) main types of retail sales outlets.

RESOURCES:

The Economics of Marketing, Mary K. Klaurens, Gregg/McGraw-Hill, 1971.

"Marketing Careers", International Film Bureau, 1970, sound filmstrips.

Audio-visual equipment.

"Your Retail Store", McGraw-Hill Book Co., Filmstrip

GENERAL INSTRUCTIONS:

Complete all performance activities in this unit. Take the unit test.

PERFORMANCE ACTIVITIES:

.01 Retail Stores
.02 Trends in Retailing

EVALUATION PROCEDURE:

Score 80% or better on unit test.

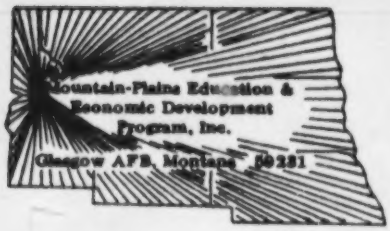
FOLLOW-THROUGH:

Go to the first assigned LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.01.03.00.A2-2

Date: _____ Date Published: 8-29-74



UNIT PRETEST: RETAILING

27.01.03.01

1. A store which sells many unrelated lines of merchandise is called a:

   a. convenience store.
   b. service business store.
   c. limited-line store.
   d. general merchandise store.

2. A store owned by a group of consumer-members who share in its profits is a:

   a. cooperative store.
   b. franchise store.
   c. buying pool.
   d. chain store.

3. A string of at least 11 stores owned by one company and operated from a central headquarters is called a:

   a. voluntary chain-store.
   b. department store.
   c. variety store.
   d. chain-store.

4. Which of the following is a practice followed by specialized retailers of adding merchandise lines unrelated to their main specialty?

   a. General merchandising.
   b. Buying pools.
   c. Buying offices.
   d. Scrambled merchandising.

5. Which of the following best defines a voluntary chain?

   a. An organization established in a central market to provide member stores with information and assistance in buying.
   b. A group of independently owned stores that pool some of or all of their buying and also subscribe to a central management service.
   c. A group of stores which make purchases as a group to get a price advantage.
   d. The practice of adding unrelated merchandise lines to the goods sold in specialty stores.

27.01.03.02

6. Which of the following is a planned group of stores and service establishments on a property owned by a landlord or a real estate corporation that leases space to the retailer-tenants?

   a. Conglomerate.
   b. Department store.
   c. String shopping district.
   d. Shopping center.

7. A one-department or limited-line branch of a department store is a:

   a. shopping center.
   b. boutique.
   c. conglomerate.
   d. twig.

8. The practice by some manufacturer's of selling their merchandise through their own retail outlets as well as through other stores with which they compete is:

   a. dual distribution.
   b. conglomerate.
   c. twig.
   d. shopping center.

9. With the establishment of new retail stores the fastest growing type is the:

   a. string shopping centers.
   b. downtown shopping districts.
   c. shopping centers.
   d. limited-line store.

10. Which of the following best defines secondary shopping districts?

   a. The stores, drive-ins, and service stations that line the older main highways.
   b. Clusters or strings of stores, chiefly of the convenience type, located in or near residential areas.
   c. The section of a city in which the major department stores are surrounded by limited line stores of almost all kinds except supermarkets.
   d. Smaller scale shopping areas located in business districts away from the core of the city but on main traffic arteries.

UNIT PRETEST ANSWER KEY: RETAILING

LAP 01

1. d
2. a
3. d
4. d
5. b

LAP 02

6. d
7. d
8. a
9. d
10. d

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

File Code: 27.01.03.01.A2-0

Date Published: 3/17/75

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Retail Stores

OBJECTIVE:

Identify three types of retail stores; classify the types of stores by the merchandise they sell and the form of ownership.

EVALUATION PROCEDURE:

Complete a student-scored multiple-choice objective test. Successful completion is eight out of ten items.

RESOURCES:

The Economics of Marketing, Klaurens, 1971.

"Your Retail Store", (filmstrip), McGraw-Hill Book Company.

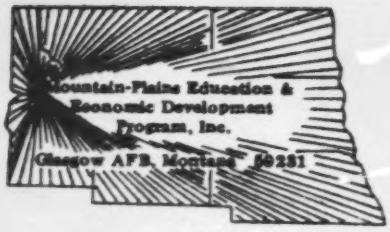
PROCEDURE:

1. Obtain a copy of the text.
2. Read pages 83 through 91.
3. Answer questions 1 through 13 under "Talking Business" on pages 91 and 92. Use separate sheet of paper.
4. Answer questions 1, 2, 3, 5, 6, and 8 under "Sharpen Your Outlook" on pages 92-93. Use separate sheet of paper.
5. Correct your answers, then hand in to the instructor.
6. Take LAP test. Score it and correct your errors.
7. If the assignment is successfully completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.01.03.01.A2-2

Date: _____ Date Published: 8-29-74



LAP TEST: RETAIL STORES

1. A store which sells many unrelated lines of merchandise is called a:

   a. convenience store.
   b. service business store.
   c. limited-line store.
   d. general merchandise store.

2. A department store must employ a certain number of people to be classified as a department store. The minimum is:

   a. 20 people.
   b. 25 people.
   c. 30 people.
   d. 15 people.

3. A store owned by a group of consumer-members who share in its profits is a:

   a. cooperative store.
   b. franchise store.
   c. buying pool.
   d. chain store.

4. A string of at least 11 stores owned by one company and operated from a central headquarters is called a:

   a. voluntary chain-store.
   b. department store.
   c. variety store.
   d. chain-store.

5. Which of the following is a practice followed by specialized retailers of adding merchandise lines unrelated to their main specialty?

   a. General merchandising.
   b. Buying pools.
   c. Buying offices.
   d. Scrambled merchandise.

6. An arrangement in which a particular company owns a business establishment but leases it to an operator is called:

   a. a franchise store.
   b. leased dealership.
   c. a cooperative store.
   d. a voluntary chain.

7. Which of the following stores specializes in one kind of merchandise or in a few related kinds of merchandise?

   a. Department store.
   b. Specialty store.
   c. Variety store.
   d. Service store.

8. Which of the following best defines a buying pool?

   a. The practice of adding unrelated merchandise lines to the goods sold in specialty stores.
   b. An organization established in a central market to provide member stores with information and assistance in buying.
   c. A group of independently owned stores that pool their buying and subscribe to a central management store.
   d. A group of stores which make purchases as a group to get a price advantage.

9. A business that sells dry cleaning is called a:

   a. service store.
   b. leased dealership.
   c. cooperative store.
   d. franchise store.

10. Which of the following best defines a voluntary chain?

   a. An organization established in a central market to provide member stores with information and assistance in buying.
   b. A group of independently owned stores that pool some of or all of their buying and also subscribe to a central management service.
   c. A group of stores which make purchases as a group to get a price advantage.
   d. The practice of adding unrelated merchandise lines to the goods sold in specialty stores.

LAP TEST ANSWER KEY: RETAIL STORES

LAP 01

1. d
2. b
3. a
4. d
5. d
6. b
7. b
8. d
9. a
10. b

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Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY Trends in Retailing

OBJECTIVE:

Describe possible future changes in retailing and the effects these changes will have on career opportunities and training needs for retailing jobs.

EVALUATION PROCEDURE:

Complete a student-scored multiple-choice objective test. Successful completion is eight out of ten items.

RESOURCES:

The Economics of Marketing, Klaurens, 1971.

PROCEDURE:

1. Obtain a copy of the text.
2. Read pages 97 through 104.
3. Answer questions 1 through 9 under "Talking Business" on pages 105 and 106, on a separate sheet of paper.
4. Answer questions 1, 3, 4, and 6 under "Sharpen Your Outlook" on page 106. Use separate sheet of paper.
5. Correct your answers, then hand in to the instructor.
6. When you are ready, take the LAP test. If successful, ask the instructor for Unit Test 27.01.03.
7. After completing all tests at the LAP and unit levels, you will test at the course level in the testing center.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.01.03.02.A2-2

Date: _____ Date Published: 8-29-74

LAP TEST: TRENDS IN RETAILING

1. Which of the following is a planned group of stores and service establishments on a property owned by a landlord or a real estate corporation that leases space to the retailer-tenants?

   a. Conglomerate.
   b. Department store.
   c. String shopping district.
   d. Shopping center.

2. Stores, drive-ins, and service stations that line the older main highways are called:

   a. string shopping districts.
   b. neighborhood shopping districts.
   c. secondary shopping districts.
   d. downtown shopping districts.

3. A small highly-specialized shop which generally caters to sophisticated tastes is a:

   a. single line store.
   b. twig.
   c. boutique.
   d. conglomerate.

4. A one-department or limited-line branch of a department store is a:

   a. shopping center.
   b. boutique.
   c. conglomerate.
   d. twig.

5. The practice by some manufacturers of selling their merchandise through their own retail outlets as well as through other stores with which they compete is:

   a. dual distribution.
   b. conglomerate.
   c. twig.
   d. shopping center.

6. With the establishment of new retail stores the fastest growing type is the:

   a. string shopping centers.
   b. downtown shopping districts.
   c. shopping centers.
   d. limited-line store.

7. The section of a city in which the major department stores are surrounded by limited-line stores of almost all kinds except supermarkets is the:

   a. neighborhood shopping district.
   b. downtown shopping district.
   c. string shopping district.
   d. secondary shopping district.

8. Which of the following best defines secondary shopping districts?

   a. The stores, drive-ins, and service stations that line the older main highways.
   b. Clusters or strings of stores, chiefly of the convenience type, located in or near residential areas.
   c. The section of a city in which the major department stores are surrounded by limited line stores of almost all kinds except supermarkets.
   d. Smaller-scale shopping areas located in business districts away from the core of the city but on main traffic arteries.

9. Clusters or strings of stores, chiefly of the convenience type, located in or near residential areas are called:

   a. secondary shopping districts.
   b. string shopping districts.
   c. neighborhood shopping districts.
   d. downtown shopping districts.

10. A corporation made up of formerly independent companies engaged in many different lines of business that have merged to make better use of their capital are called:

   a. conglomerates.
   b. limited-line stores.
   c. shopping centers.
   d. franchises.

LAP TEST ANSWER KEY: TRENDS IN RETAILING

LAP 02

1. d
2. a
3. c
4. d
5. a
6. d
7. b
8. d
9. c
10. a

UNIT POST TEST ANSWER KEY: RETAILING

LAP 01

1. b
2. d
3. d
4. d
5. b

LAP 02

6. d
7. c
8. a
9. b
10. c

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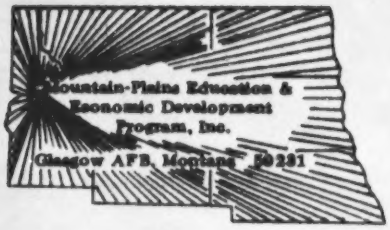

UNIT POST TEST: RETAILING

27.01.03.01

1. A department store must employ a certain number of people to be classified as a department store. The minimum is:

   a. 20 people.
   b. 25 people.
   c. 30 people.
   d. 15 people.

2. A string of at least 11 stores owned by one company and operated from a central headquarters is called a:

   a. voluntary chain-store.
   b. department store.
   c. variety store.
   d. chain-store.

3. Which of the following is a practice followed by specialized retailers of adding merchandise lines unrelated to their main specialty?

   a. General merchandising.
   b. Buying pools.
   c. Buying offices.
   d. Scrambled merchandising.

4. Which of the following best defines a buying pool?

   a. The practice of adding unrelated merchandise lines to the goods sold in specialty stores.
   b. An organization established in a central market to provide member stores with information and assistance in buying.
   c. A group of independently owned stores that pool their buying and subscribe to a central management service.
   d. A group of stores which make purchases as a group to get a price advantage.

5. Which of the following best defines a voluntary chain?

   a. An organization established in a central market to provide member stores with information and assistance in buying.
   b. A group of independently owned stores that pool some of or all of their buying and also subscribe to a central management service.
   c. A group of stores which make purchases as a group to get a price advantage.
   d. The practice of adding unrelated merchandise to the goods sold in specialty stores.

27.01.03.02

6. Which of the following is a planned group of stores and service establishments on a property owned by a landlord or a real estate corporation that leases space to the retailer-tenants?

   a. Conglomerate.
   b. Department store.
   c. String shopping district.
   d. Shopping center.

7. A small highly-specialized shop which generally caters to sophisticated tastes is a:

   a. single line store.
   b. twig.
   c. boutique.
   d. conglomerate.

8. The practice by some manufacturer's of selling their merchandise through their own retail outlets as well as through other stores with which they compete is:

   a. dual distribution.
   b. conglomerate.
   c. twig.
   d. shopping.

9. The section of a city in which the major department stores are surrounded by limited-line stores of almost all kinds except supermarkets is the:

   a. neighborhood shopping district.
   b. downtown shopping district.
   c. string shopping district.
   d. secondary shopping district.

10. Clusters or strings of stores, chiefly of the convenience type, located in or near residential areas are called:

   a. secondary shopping districts.
   b. string shopping districts.
   c. neighborhood shopping districts.
   d. downtown shopping districts.